

Community
Spirit Upheld

THE BEACH NEWS

Circulating in
Every Home

Promoting the Progress of the Beach and Bay Sections of San Diego and Point Loma Peninsula
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, Roseville and Point Loma Heights

VOL. 2—NO. 9

4829 SARATOGA AVENUE

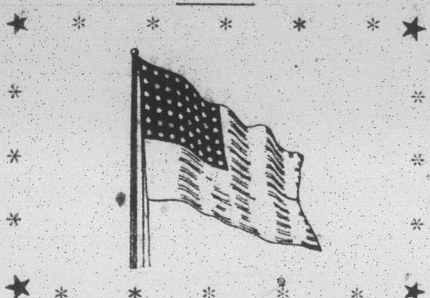
Ocean Beach, California, March 2, 1923

PHONE POINT LOMA 17

FIFTY CENTS A YEAR
FIVE CENTS THE COPY

FLAG RAISING AT NEW POSTOFFICE

Tomorrow Afternoon at 4 o'Clock
You Are Invited to Be Present
and Help in the Ceremonial
Celebration.



The renewal of the postoffice on the first of this month to new and larger quarters in the recently constructed Walsh building at 5024 Newport avenue will be celebrated tomorrow by a public flag-raising, which promises to be a humdinger!

Everybody is invited to be present. Four o'clock is the hour set. There will be music, songs, speeches and a general pow-wow of the natives and their guests.

The Boy Scouts and scores of school children will take an active part in the flag-raising program.

A panoramic photograph will be taken of the assemblage and the hauling of "Old Glory" to the top of the tall pole on the new postoffice building.

Be there, and get in the picture!

Next Sunday at the BLUE FRONT
"Dad" Morris will give a FREE
drink of Sunset Root Beer to every-
body. Be sure and get yours!

"CRICKET" DANCE TOMORROW EVENING

Following his customary popular offering at the Garden of Eden every Saturday night, Manager William E. Benbough announces a "Cricket" dance for tomorrow. If you don't want to miss a real novel good time, be sure to be at the dance pavillion early and stay late.

SPLENDID C. OF C. SOCIAL

The social entertainment of the C. of C., held under the guidance of Mrs. A. M. Morgan, at the Ocean Theater last Monday night, was a splendid success in every way. The audience was large and generously responsive. The Girl Reserves from San Diego made a most pronounced hit, and the oftener they'll come, the better we'll like 'em. Vocal solos by Kenneth W. Crosby were highly enjoyed and the O. B. orchestra, under the leadership of Mrs. Juanita B. Close, proved a decided musical treat. The entire program was delightfully carried through.

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.

DEMISE OF MRS. S. M. DANIELS

At 3:15 o'clock last Tuesday, February 27, Mrs. Sarah Margaret Daniels departed this life at 1960 Thomas street, Pacific Beach. She was born March 22, 1839, and was the mother of four children: William B. Daniels, Mrs. Flora B. Lowry, Edward W. Daniels and Mrs. Mamie Caywood. One sister, Charlotte Lucinda Skinner, and a brother, William Leonard Failor, also survive her.

PAINT AND BRUSH FOR A DIME

Earl J. Haas has a big and attractive announcement in another column of his new department in the paint line in addition to his feed, fuel and express business. The popular and affable Earl has moved his headquarters into the new and commodious Dougherty building on Bacon street, and he has acquired the sole agency of the famous Sherwin-Williams paint products which are displayed to

splendid advantage. Special attention is called to the wonderful offer of a small can of Flourlac and a brush for a dime to all who clip the coupon at the bottom of the Ocean Beach Paint Store ad. Paint-up and clean-up time is at hand and Mr. and Mrs. Haas will politely and promptly fulfill your needs in anything in the paint line.

OCEAN BEACH LIBRARY

Everyone is getting ready for a spring garden and the poster and books on display this week at the O. B. Library include, "What to Plant in Your Garden;" "Small Rock gardens," Jenkins; "Book of Bulbs," Arnott; "Everbloom Roses," Drennan; "Pansies Violas and Violets;" "Landscape Gardening," Kemp; "How to Lay Out Suburban Home Grounds," Kellaway; "Roses and Rose Growing," Kingsley. Several copies of the garden magazine and California garden magazine are also on hand.

Vote for the Library Bonds.

ICE CREAM AT FABER'S

In arranging parties and social gatherings where refreshments are served, attention is called to the announcement that ice cream can be obtained at FABER'S, where a specialty is made of one-half gallon and gallon orders. "It's not far to a Faber's store," and the phone number, Point Loma 48, is the first under the letter "F" in the telephone book.

SPECIAL PAINT SERVICE

M. J. and H. T. Sterling announce that now is the time to get in your supply of paint at bottom rock prices for your spring painting. They are the popular proprietors of Reid's Transfer on Bacon street, where they have a special stock of house paint to suit your needs and Miss Marguerite Washington will give you prompt and courteous service.

FURNITURE DELIVERED PROMPTLY

When you purchase a bed, a cooking range, chairs or furniture of any kind at the Home Furniture Co., 1240 Fifth street, San Diego, you can have 'em delivered at your Beach home the same day, thus getting immediate use either for cash or credit. L. Raun Linde and S. Bjarnason are the experienced and courteous proprietors, and the last named is a resident of Ocean Beach.

There are THREE REASONS why you should buy STRONGHOLD Overalls and Shirts:

First—The O. B. DRY GOODS buys direct from makers, thus saving middleman's profit.

Second—The O. B. DRY GOODS carries all sizes ahead of time and saves 20 per cent in price, and YOU get the benefit.

Third—A STRONGHOLD is a "stronghold" all the time.

KNICKERS ALL THE STYLE

Knickers for women is the edict of the New Jersey Retail clothiers, in convention at Atlantic City. The fashion arbiters decree that the short skirt shall be replaced this coming season by knickers. Resorts in the south already are witnessing the latest styles in knickers, it is reported.

CONSOLATION CIRCLET

Cheer up, divorcees! You are not to be neglected! Even though the engagement and wedding rings may have failed you, there is still the divorce ring to fall back on for consolation.

It's the new vogue. The ring is black onyx set in platinum, and of the same shape and style as your wedding ring.

ONE SECRET OF SUCCESS

It pays to pay your debts. If you don't pay you lose your credit. Without credits successful business life is impossible. And the life of the nations today is business, says that renowned writer and wiseacre, Arthur Brisbane.

HASTINGS FOR BOARD OF EDUCATION

Here's the Chance to Vote for a
Point Loma Man Who Will
Make Good on the Job for Our
Junior High School

In boosting for Edgar F. Hastings as a member of the Board of Education at the forthcoming election, it is well to remember that he is a real "fighter" when it comes to getting something for the benefit of the beach and bay districts of San Diego. He was chairman of the committee on the Rosecrans boulevard and put in some hard licks in making that wonderful improvement a reality. He also engineered the Roseville sewerage proposition and did yeoman service as chairman of the dairy committee.

Mr. Hastings is a happily married man, and one of his daughters is now attending high school in town, but he firmly says that the younger one will attend the new Junior High School at Ocean Beach, which he will work and fight for with all his power.



Edgar F. Hastings is a true-blue Point Loma man and a staunch and avowed advocate of a Junior High School for the beach, bay and peninsula district. He has been a resident and booster of Point Loma for fifteen years and is in every way worthy of your hearty support. Work for him and vote for him.

Here's what Editor Al Rogers had to say on the front page of The Labor Leader last week:

Edgar F. Hastings has formally entered as a candidate for a place on the board of education. He is a builder by trade and occupation, and a builder with a reputation. We shall have more to say later with regard to his qualifications for the position, but this week we quote from the Hillcrest News:

San Diego is destined to double its population in a very short time at the present rate of growth and our public schools are crowded to capacity now, which means an extensive building program must of necessity be entered into at no far distant date.

Mr. Hastings believes there should be someone on the Board of Education who is familiar with construction, to look after this large expenditure of the taxpayers' money. If the people of San Diego choose to elect him to this position he will estimate every building of any importance and when the proposals are opened he will be in a position to know if things are as they should be.

The vocational training course is one in which he would take special interest and feels that he is qualified to judge the work turned out, from an experienced standpoint. He would

also strive to build up this department to the highest efficiency of any city in the state.

Any movement to enlarge the playgrounds so the children would not be so crowded would meet with his approval and he also believes every child should be given an opportunity to learn to swim.

It would be his policy to patronize local contractors, merchants and citizens and whenever possible to keep the money in San Diego.

Mr Hastings takes this step realizing that should he be elected he would be barred from taking any public contracts.

OCEAN THEATER

That wonderful picture, "East Is West," in which Constance Talmadge displays her remarkable abilities in the character of a Chinese girl, will be shown as a special feature at the Ocean Theater next Wednesday and Thursday night. Tom Mix will be seen in "Chasing the Moon" tomorrow night, and the splendid bill for Sunday includes Bebe Daniels and Conrad Nagel in "Singed Wings," with the "Leather Pushers" and other good comedy thrown in for full measure. The fine musical selections on the new American Photoplayer still commands general admiration from the large patronage.

A THRIVING BEACH INDUSTRY

Ralph Gonzales and Alvin Arriola, the industrious proprietors of the Gonzales Nursery at 4975 Santa Monica avenue, are busy these early spring days beautifying lawns and doing general landscape gardening for their many patrons besides fulfilling orders for home-grown trees and plants of all kinds.

"BIG BILL'S" AUTO TOURS

Keeping step with the progressive movement now in vogue at Ocean Beach, "Big Bill" Andrews has inaugurated a service of sight-seeing auto tours. He is a careful and considerate chauffeur of long experience on the coast and can be depended upon for faithful service. "Big Bill" has an eight-passenger touring car for hire at any time of the day or night and he can be reached at 5026 Newport avenue (Fremont Club Cigar Store) or by phoning Point Loma 92.

HOT BREAD—Home-made every day, 10 cents a loaf, at Chris Ho-meyer's Quality Grocery and Bakery, corner Voltaire and Cable streets.

ONE-FOURTH OF ENTIRE NAVY TO BE BASED AT THIS PORT

Within ten months it is announced that one-fourth of the entire enlisted authorized strength of the United States Navy (100,000) will be based at San Diego as a result of the decision of the navy department to centralize all training activities at this port in conjunction with the operation of the submarine, aircraft and destroyer forces.

Estimates made by naval officers place the total number of officers and men that will be stationed here, when the various trade schools and the submarine base and training station are commissioned at between 20,000 and 25,000.

BREAD TWO CENTS A LOAF

The price of a two-cent postage stamp buys a loaf of bread in Chicago, where a "bread war" is now in full blast among the big chain stores. Latest reports from the front announce the quotation of two cents for a sixteen-ounce loaf of the "staff of life."

AT THE OLD STAND

In the past year business was struck three blows on the head—textile, coal and rail shop strikes—yet they could not halt its impetus. It endured much politics here and abroad, yet the physical volume of business kept expanding.

RINEHART MEETS WITH MUCH FAVOR

Candidate for Mayoralty Makes
Tour of Beach and Gains Popu-
lar Esteem for His Sincerity and
Pleasing Personality.

Charles E. Rinehart believes in Ocean Beach as a most wonderful section of San Diego. He has said so in the strongest and sincerest terms during his swing 'round the beach and bay districts this week. Piloted by that affable and indefatigable booster, "Jack" Newmont, on last Wednesday, Mr. Rinehart was a most welcome and agreeable caller at The Beach News office. Here's some glowing epigrams voiced by him during a very pleasant chatty hour or so with the immediate staff of your own home paper:

REPORTED BY OUR KATHERINE

"I believe in Ocean Beach.
"I am not a politician. I've been in business for thirteen years and would rather have a friend than lots of money.

"I think that Ocean Beach is the logical beach city for San Diego.

"Be honest to your people, if they even want a flatiron.

"I believe in service. About problems concerning Ocean Beach, I want to say to you that I want to help it. It's a wonderful place for rich and poor. I am very sincere about it. I had never thought about going into politics, when along comes an insistent demand from many of my business associates. If I am defeated in this campaign, it won't make the slightest difference to me, except as a disappointment to my friends who are supporting me. I will be just the same Rinehart.

"If elected I will do my best, but don't let anyone come to me with any underhand dirty deal. As far as the mayoralty is concerned, I'll try to look at it from every angle and for the best interest of all. Everything I do will not be with an idea of 'vote for me again in two years.' I tell you frankly, if I am elected mayor and could really fulfill all that I want to do for the benefit of the whole city, I feel I'd never tire of working. The job would have my most earnest efforts. My greatest pleasure is when I'm working out at my plant with my men and associates."

Mr. Rinehart, by the way, is a hard working and enthusiastic member of the Kiwanis, and he gets his most enjoyable recreation in his one hobby of duck hunting in season.

When asked at one time recently about his stand on the vice and drink question, Mr. Rinehart replied quite seriously that there were laws to cover those subjects which should be enforced like all laws, and he most commendably added that he was not personally acquainted with the vice situation, being a very domesticated man. In fact, he is known to find his greatest enjoyment in his home life and is always accompanied by his wife and daughter on his outings.

Mr. Rinehart is what men call a "good looking," while women folks say "handsome." He has an honest, hearty handshake, looks one squarely in the eye, and has a very intelligent, well-modulated method of expression in voicing his views on various topics. His sincerity and earnestness is especially evident when speaking of municipal affairs. Taken all in all, his pleasing personality bids fair to win him many staunch supporters in his candidacy for the mayoralty.

When you want a TAXI phone Point Loma 92, and you'll get prompt and satisfactory service.

Turner B. Kline is an authority on shell fish and goats, and will soon air his knowledge in these columns.

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LOMA 70-WWork Called For and Delivered
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Residence Phone

Office Phone

Point Loma 16 Point Loma 72-J

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Res. 4882 Saratoga Ave., Ocean Beach
Office, 5024 Newport Ave.

Phone: Point Loma 152-J-K

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Point Loma 31

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EXPRESS**Hay, Grain, Wood, Coal
SEEDS, POULTRY AND
RABBIT SUPPLIES
1926 BACON STREET**Katherine's Kollum**SAMSON—
Had
the right
idea
about
Advertising.
He took
a couple of
Columns
and soon had
Everything
Coming
His
Way.**A HAPPY SURPRISE VISIT**The unexpected arrival last Monday from Los Angeles of my beloved sister, Mrs. Ella Snel, proved a most delightful surprise and her presence throughout the week has been happily inspiring to the entire *Beach News* staff, of which she is a very worthy member.

Mrs. Snel returns tomorrow to the Angel City, where her husband has a well established food emporium on Spring street, but she is so in love with our climate and enjoyable environments that she is already planning to come back to Ocean Beach next summer for a long stay, bringing along her two darling little girls, Ella and Kitty, at the end of their school term. A hearty welcome awaits 'em all.

HONORS MOTHER ON BIRTHDAY

A very enjoyable surprise party was given last Friday at the home of Mrs. A. E. Sperry of 4119 Udall street, by Anna Sperry and Marie Daughy in honor of their mother's birthday. The invited guests were Mr. and Mrs. G. Daughy, Mrs. Smith, Mrs. Malchow, Jesta and Eileen Daughy.

Mr. and Mrs. E. Grenewalt of the O. B. Notion Shop, are very happy over the expected arrival of Mr. and Mrs. Arthur Farmer and their two children from Brodhead, Wis. They will leave Wisconsin about the middle of March for Ocean Beach and will remain here indefinitely. Mrs. Farmer is the sister of Mr. Grenewalt. Mr. and Mrs. Lewis Heath of San Diego, spent the week-end with the Grenewalt family.

Mrs. Eva Wheeler, State President of the Southern California W. C. T. U., will give a public lecture at the Baptist church, Tuesday evening, March 6th. Her topic will be "Around the World in 60 Minutes." A silver offering will be taken.

Paul Dellany, of 1264 Lincoln street, San Diego, is having his lots leveled off on the corner of Defoe street and Niagara avenue, in preparation of building a bungalow court of eight beautiful homes.

Mr. and Mrs. Earl J. Haas have moved into their new home in the Dougherty building on Bacon street, where they have all modern conveniences for home comforts and can also supervise their feed, fuel, express and paint business.

The death is announced of Miss Frederica Cooper at the residence, 4667 Orchard avenue, on Monday, February 26, the funeral taking place yesterday and the burial in Greenwood cemetery. She was a sister of Miss Jean Cooper of San Diego.

Emerson Green of Muir avenue will erect a modern residence at the corner of Muir and Froud street. Mr. Steinberg, an Ocean Beach carpenter, will do the work.

Mrs. C. M. Cole of 5069 Long Branch avenue, leaves today for Los Angeles where she will visit a number of relatives, besides attending the Pythian Sisters' convention in session there next week. Mrs. Cole's husband is one of the courteous clerks at Faber's grocery.

The beautiful new home and garage recently erected on upper Brighton by Mr. Herron of Butte, Cal., for his daughter, is now completed. The grounds of the four lots are now being laid out and planted with trees, plants and flowers.

Mr. and Mrs. Cal Hubbard of Los Angeles, with their two children, are visiting Mr. and Mrs. Charles Franks at 4908 Niagara avenue. They have bought two lots on Lotus street, near DeFoe, where they contemplate building in the near future.

LEON AND MELVILLE'S PARTY

A birthday party was given by Mrs. E. Ballinger, 4811 Long Branch avenue, for her two little sons last Saturday. A most delicious birthday cake decorated in orange and green was the main attraction for the happy kiddies. Ice cream and cake was served. Those invited were: Bronson Bennett, Lovey Humason, Dorothy Simpson, Porter Shephard, Maxine Carl, Slois and Jimmie Bextreau, George Simpson, Cecil Carl, Jr., Lawrence Eullery, and the two honor guests, Leon Binkley and Melville Ballinger.

Mrs. Helen S. Fuller of Los Angeles is again at the Crags Apartments for a short visit.

A handsome 10-pound boy was born at the McClintock hospital, San Diego, to Mr. and Mrs. Bryan Flisher, on last Monday morning. Mr. Flisher is a member of our own fire brigade.

Mrs. Gontia, who has been visiting her sister, Mrs. Chas. Primeler, for the last month, was delighted by the arrival of her husband from Chicago who came with the McCormick party at the Coronado Hotel in Coronado.

James Lyon of 2260 Seaside street has made many marked improvements to his residence and grounds. Mr. Lyon is a former Spokane educator of young men and boys.

Mrs. Oliver Pembly of Los Angeles is visiting her aunt, Mrs. Lulu Bowers of San Diego, and also her sister, Mrs. Charles H. Peltcher on Niagara avenue.

Contractor E. F. Hastings is constructing a private right-of-way on the beautifully terraced property of Mrs. A. M. Spring on Rosecrans street, East Point Loma.

The P. T. A. are arranging a cake contest to raise funds toward the building of a much needed Community House.

"Roy" Burkhardt, the popular proprietor of the O. B. Cigar Factory, has purchased a pair of lots at Loma Crest and will build on them later. They are 100x140 feet in size and are bounded by Santa Monica, Venice and Santa Barbara avenues.

Mr. and Mrs. Fred Smith of Los Angeles will arrive next week, to make their permanent home on Lotus street. Mrs. Smith is the daughter of Mrs. Anna Hamm at 4447 Voltaire street.

"SUNSET CREST" NOTES

Miss Smith of London, England, Miss Ida Smith and Mrs. J. C. Shaw of B. C., are enjoying the "Cobbles" of the Innlet Crest group.

Mr. and Mrs. Crockett of Pasadena, Calif., spent the week-end of February 17 and on their return home Mrs. Crockett, Mr. and Mrs. Muir and Billy Muir motored back with the mand returned February 27 reporting a very splendid time.

Mr. and Mrs. Willie Bradburn spent the week-end of February 17 at the Wheeler home.

Mr. and Mrs. Frank Quail and Mr. and Mrs. Wheeler spent three days in the Imperial Valley of the past week.

Mr. and Mrs. F. Quail entertained over the week-end Mr. and Mrs. Fred Burgess of Los Angeles.

Mr. and Mrs. Quail, Mr. and Mrs. Burgess and Mr. and Mrs. Wheeler spent Saturday and Sunday in the back country, a trip never to be forgotten. The Los Angeles people will be boosters from now on for the roads and beauty of our wonderful back country.

Mr. and Mrs. J. C. Heathcote and little son and daughter are occupying the "Snuggery." They are from Denver and have come here to make their home. Mr. Heathcote is with the Cadillac company in San Diego.

Phone Point Loma 92, and "Big Bill" Andrews will give you prompt TAXI service at any hour.

THE BEACH NEWS is on sale regularly at the STATION NEWS STAND, Niagara avenue and Bacon street, and at FROIDE'S PHOTO STUDIO, Newport avenue, opp. the postoffice.

**OCEAN BEACH VEGETABLE AND
POULTRY YARDS**

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Dressed and Undressed Poultry

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BEACH DAILY**Church News****FIRST BAPTIST CHURCH**Rev. Rolla E. Brown, Pastor
Residence, 4802 Coronado avenue.Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bible
school at 9:45 a. m. Young People's
Union at 6:30 p. m.Wednesday—Meeting for social
prayer and conference at 7:30 p. m.
The public is cordially invited to
these meetings.**UNION CONGREGATIONAL
CHURCH**

Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.

Morning worship at 11.

Evening worship at 7:30.

Sunday morning Mr. Stoetzel will
preach the third of a series of sermons
on "Personal Religion." His
discourse will be based on the third
chapter of the Epistle of James. The
choir will sing, "A Hymn from the
Homeland," by Sullivan.Mr. J. T. Smith will sing at the
evening service.The Fellowship supper on Thursday
evening of last week was an
enjoyable affair. Dr. John K. Browne's
address was one of the most helpful
and inspiring ever given in this
church. A special offering for the
American Board amounted to over
twelve dollars.Dr. Browne was suddenly called to
San Francisco Monday on account of
the serious illness of his wife.The attendance at the sacred concert
Sunday night was unusually
large.**CATHOLIC CHURCH**(Corner Defoe Street and Santa
Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.**TRINITY MISSION EPISCOPAL**

Rev. George Wallace, D. D.

Sunday school at 9:45 a. m.

Morning service at 11.

Sunday school and morning service
held at 5006 Niagara avenue.**HOT BREAD**—Home-made every
day, 10 cents a loaf, at Chris
Hoyer's Quality Grocery and Bakery,
corner Voltaire and Cable streets.**CARD OF THANKS**To my many friends and neighbors,
I wish to express my sincere
thanks for the beautiful floral offerings,
and the kindness and sympathy
shown during my recent bereavement
on the death of my beloved husband.
MRS. KATHERINE CAMPBELL.**A HELP-TO-MOVE SALE**Mrs. H. Lipsett has introduced a
novel idea in her "Help-to-Move"
sale at the O. B. Dry Goods. She
reports a wonderful trade by marking
her goods 'way down in order to
save the expense and trouble of moving
them into her new store, now
being constructed across from her
present location on Newport avenue.
She requests "Just a little bit more
help" from her patrons for the benefit
of all concerned.

Vote for the Library Bonds.

O. B. NOTION SHOP3-lb. COMFORT
BATTS
\$1.35San Diego's All-Year-Round
TOY LANDCHILDREN'S
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PLAYTHINGS
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HARVEST
BREAD**Tastes Better
Toasts Better
Keeps BetterMOST OCEAN BEACH
GROCERS CARRY IT**OCEAN BEACH
NURSERY**

Bermuda Avenue "On the Hill"

Nice KONTIA PALMS at 50c
ROSES, MARGUERITES
and Other Seasonable PlantsDONALD CAMERON, Prop.
OCEAN BEACH CAL.

OCEAN THEATRE

COMING SATURDAY
TOM MIX
—in—
"Chasing the Moon"
AND COMEDY

COMING SUNDAY
BEBE DANIELS
AND
CONRAD NAGEL
—in—
"Singed Wings"
"Leather Pushers"
Also Comedy

SPECIAL
Wednesday and Thursday
CONSTANCE TALMADGE
—in—
"East Is West"
Come Early
Well, Don't Miss This
Admission Children 15c, Adults 30
Come early—doors open at 7:15

FREE Crank Case Service, Tire, Water
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The Best Art Service For the Money
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READY TO DO ALL KINDS OF
RAG WEAVING
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FLUFFY ART RUGS
AT REASONABLE PRICES
C. H. ORCUTT
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Near the Bridge OCEAN BEACH

Plans are under way for the paving of Guizot street connecting with Chatsworth boulevard.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
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FRIDAY, MARCH 2, 1923

NEWSPAPER PUBLICITY PROVES MOST BENEFICIAL TO CHURCHES

Every church should set aside money to be used for newspaper advertising, Rev. J. T. Brabner of the committee on conservation and advance of the Methodist Episcopal Church, declared in an address at Chicago recently.

"The church can send its message in the papers to non-church readers and to those of its members detained at home on account of sickness, business and other causes," he said.

"The preacher speaks to hundreds while the newspaper speaks to thousands and millions. Church members should assist editors, but criticisms of editors and editorial policies of newspapers is harmful. The pulpit and press should pull together and not apart."

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views here expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

CLEAN UP AND PAINT UP

Editor The Beach News:

Every once in a while, somebody starts a campaign about cleaning up the Beach lots, and after a rather brief flurry and scurry, it seems that about every other fellow falls back into the old rut and the fields and alleys get worse than ever. What's the matter with each one of us putting forth a steady effort to keep our premises clean fifty-two weeks in the year. Clean up and paint up should be the weekly war cry of all Beachites. Yours boostingly,

LET'S GO.

SPIRITUALISTIC TALK

Editor of The Beach News:

An interesting and friendly discussion took place at the Beach a few days ago between J. K. Merritt of Long Branch avenue and a couple of traveling salesmen over certain articles appearing in the public press on spiritualism as revealed by Sir Arthur Conan Doyle. Forum reports of the controversy, Mr. Merritt bore off the palm. We would be glad if Mr. Merritt would give for publication in a future issue of The Beach News his views of the prominent spiritualist, Sir Arthur Conan Doyle.

RINEHART FOR MAYOR

Prominent Business Man of San Diego Receives Assurances of Hearty Support.

Citizens of Ocean Beach will be interested in the candidacy of Charles E. Rinehart, prominent business man of San Diego, who is the latest to enter the race for mayor, making four men that have announced they will seek the nomination at the primary election on Tuesday, March 20. Mr. Rinehart became a candidate only when pressure brought to bear on all sides indicated a popular demand that he enter the race. Since he officially announced he would be a candidate, Mr. Rinehart has received assurances of support by telephone, personally and through the mails.

Rinehart-for-Mayor headquarters have been opened in the Bancroft building, where his campaign will be directed by business associates and

friends who believe he is splendidly equipped to preside as chief executive of San Diego. Mr. Rinehart has been in business in San Diego for more than twelve years.

If elected, Mr. Rinehart said he would work untiringly for more industries and more payrolls.

FLORICULTURE AND HORTICULTURE

By DONALD CAMERON
"SOIL AND ITS PREPARATION"
(Continued)

In like manner the whole plot should be treated until when we reach the opposite end of the patch the heap of second spit, which has been wheeled to that end, should form the second spit of the terminal strip, and the heaps of top spit which has been wheeled to that end, should form the top spit of the two terminal strips.

Ground properly prepared in this manner forms a satisfactory basis for almost every kind of gardening.

Ordinary digging is a somewhat less thorough procedure than that of trenching. It usually consists of throwing out the top spit along one strip of the patch to be treated, laying fertilizer along the ditch thus created and covering with the top spit of the next strip, and so on until the whole patch has been treated. The object of this thorough cultivation is primarily to bring the maximum volume of soil into a usable condition, penetrable by and accessible to the roots of the plant. But also a soil thus deeply broken up is rendered much more retentive of moisture, and this retentiveness is materially increased by fairly frequent surface hoeing. That is to say, scruffing up the top inch of soil by means of a hoe, thus breaking the continuity of the capillary tubes through which water commonly passes into the air from the deeper layers of the soil.

Next week, "The Flower Garden."

CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH
Rates, 10 cents per line, averaging six words to a line. No advertisement for less than 30 cents, all payable in Advance

LATEST STYLE headgear—new block, just brought to light from tomb of historically famous Egyptian King, now all the rage. Get 'em at the HAT HOSPITAL, 1239 Sixth street, San Diego.

FOR SALE—Ocean Beach vegetable gardens and poultry yards; also property, two houses, stock. 4734 Long Branch Ave.

FOR SALE—Bicycle of English make, little used, cost \$125.00, at \$6.00. 4538 Long Branch Ave.

FOR SALE—Dunbar pop corn machine; perfect running order. \$150 cash. Address Box 1056.

BROODY HENS For Rent. Langshan eggs for hatching; breeding stock for sale. Mrs. L. O. Van Hook, 4720 Santa Cruz Ave. Phone Point Loma 17.

FOR RENT—Furnished bungalow, with bathroom and laundry trays, piano and garage, \$25 per month. 4728 Naraagansett avenue. Phone Point Loma 112 J-K.

A CAKE CONTEST will be held Saturday, March 10, at 11 a. m. by the P. T. A. at 5011 Newport avenue for the building fund of a Community Hall.

'Big Bill's' AUTO TOURS

Eight-Passenger Touring Car
FOR HIRE
At Any Time—Day or Night
5026 Newport Avenue
Fremont Club Cigar Store
Phone Point Loma 92

A. BENSON
PAINTER - DECORATOR
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Cheerfully Given
4520 Naraagansett Ave.
OCEAN BEACH, CALIF.

FIFTY CENTS a year (in advance) is the subscription price of The Beach News anywhere in San Diego county; 75 cents yearly elsewhere—all mail deliveries.

It's Not Far to a FABER Store

When You are Arranging for Your
"PARTIES"
Leave Your Orders For

ICE CREAM
—AT—
FABER'S

We Make a Specialty of
One-half Gallon and Gallon Orders

It's Not Far to a FABER Store

BUY YOUR FORD FROM



"BERT" SCHNEIDER

Resident Ocean Beach. 4760 Voltaire St.
PHONE POINT LOMA 8-R
Representing POWELL MOTOR COMPANY

SUNSET CREST

(Highest Point of Sunset Cliffs)

CHAS. M. WHEELER, Prop.

Cable St. and Orchard Ave.

Beautiful Cement Bungalows, four rooms with bath, completely furnished. \$45 per month Fireproof Garages

Kodak Finishing

Enlargements—Copy Work and Coloring
GREETING CARDS
J. P. FROIDE
5019 Newport Avenue
Ocean ("Keep Boosting") Beach

FRED KENNER

DESIGNER and BUILDER
ESTIMATES AND PLANS
FURNISHED
4987 Newport Ave., Ocean Beach

SCOTS CARNIVAL

The Peltchers' Pretty Baby to Represent Ocean Beach in Popular Baby Contest.

Baby Charlotte Louise Peltcher, the remarkably bright and pretty baby daughter of Mr. and Mrs. Charles H. Peltcher, of Niagara avenue, has been duly entered in the popular baby contest to be conducted in San Diego at the Scot's Carnival beginning tomorrow and continuing for one week. Little Charlotte Louise is the only Ocean Beach entry and she also has the distinction of being the only Master Plumber's baby in this contest. The votes are only a penny each, so line up, all loyal Beachites and let's pile up a big winning vote for little Charlotte Louise. The Scots carnival visitors will also have a chance on \$100 in gold to be given on every popularity ticket.

OFFICER REAMA POPULAR CANDIDATE

Officer H. L. Reama, Ocean Beach's one and only policeman, is a sterling candidate in the popularity contest being conducted at the Scot's carnival for the most popular uniformed man in San Diego county.

The first prize is a free trip to any point in the United States; the second prize is a \$100 uniform outfit, and there will be a total of \$1200 in prizes to winners. The tickets all give an opportunity for a share in \$100 in gold.

Don't forget the BLUE FRONT for all kinds of sodas and sundaes. Ice cream in bulk, as cheap as the cheapest.

FAMOUS "GIMMES"

A match.
A little change, dear.
A letter of introduction.
A chance.
A boost.
A penny for candy.
A raise.
A clean collar.
A tryout.
A bite.

Vote for the Library Bonds.

OCEAN BEACH

\$275 buys 40x100, only half block of car line and paved boulevard.
\$275—50x140, near Sunset Cliffs.
\$325—50x100, on Muir Street.
\$375—50x140, Cape May Avenue.
\$375—25x140, near ocean, on Brighton avenue; sidewalks and curbs.

ONLY—\$225—ONLY

Buy you a SAND lot within stone's throw of our office. An ideal summer home site. Nothing like this ever offered at such cheap price before.

COTTAGE

\$1650—You could not buy lot and build at this price. 3 rooms and bath, all glass sleeping room, gas and electric lights. Near the ocean.

Bert W. Wenrich

ACROSS FROM THE MERRY-GO-ROUND. PHONE PT. LOMA 390-W

Latest Style Felt Hats
MADE TO ORDER—Only \$2.50
HAT HOSPITAL

Men's and Women's Hats
1239 Sixth St., San Diego
Cleaned, Dyed, Sewed and Blocked
Phone 645-55

WANTED

Property Owners, Painters, Decorators, Architects and Others in Ocean Beach to Know That We Now Have the AGENCY FOR

Sherwin-Williams

PAINTS and Varnishes

For more than half a century this line has been the world's leader—that's why we selected it, and cordially invite you to stop in at the first opportunity and see our display of

Paints, Varnishes, Brushes, Wall Paper Samples, Etc.

Bring This Coupon Filled Out to

Ocean Beach Paint Store

1926 BACON ST

PHONE POINT LOMA 20-W

COUPON

Name _____
Address _____
Town _____
This coupon and 10c entitles bearer to 1/4-Pint Can of Floor-lac and one varnish brush (only one of each to each purchaser).

Pacific Beach

MRS. LUCY WOODWARD
Authorized Representative For
PACIFIC BEACH
Phone Pacific Beach 471
1739 Hornblend Street
Pacific Beach

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered, hence several complaints recently.

Mr. and Mrs. Millar are receiving congratulations on the arrival of another little daughter at the home of their son, Peter Millar.

Mrs. Taylor is visiting her daughter, Mrs. Daily, our efficient school teacher, who is boarding at the home of Mrs. McCusker on Garnet avenue.

Mrs. Van Bellon and son from Klamath Falls, are visiting Mrs. Floy Churchman and her sister, Mrs. Houston.

Mr. and Mrs. Millar, Mr. and Mrs. Milligan and Mrs. Woodward attended the banquet at the Brooklyn Heights church.

Mr. Dierks has accepted a job at Ontario, Calif., and we are sorry to say he and his family are moving away from Pacific Beach.

SOUSA RANCH CHANGES HANDS
The 10-acre Sousa ranch at American Park, which has been in the same family for so many years, has been purchased by Mr. Seward Ean who has recently come from Canada. Mr. Ean is a brother-in-law to Mr. Donnelly, storekeeper at American Park, and is planning to move to Pacific Beach in the near future.

Mrs. Floy Churchman, her sister Mrs. Houston and their visitor, Mrs. VanBellen, made a trip to the Coronado Islands recently.

Mrs. Hinkle has returned to Fullerton but is planning another visit to Pacific Beach friends soon.

Mrs. G. H. Charnock of San Diego has been staying for the past two weeks with Mrs. Henry Miller.

ALL DAY MEETING

The all-day meeting of the Ladies Aid and Missionary Societies was held in the church annex Tuesday with Mrs. Milligan and Mrs. Harry Gist as hostesses. There was a good attendance. The election of officers on the Ladies Aid society will be held at the March meeting. The following officers were elected in the Missionary society: President, Mrs. J. W. Millar; Secretary, Mrs. Carolyn Anderson; Treasurer, Mrs. Flora Warren. Mrs. Millar was chosen as delegate to the Synodical meeting in Los Angeles in March, and it was voted that the two societies should pay one-half the expenses. Several of the other ladies signified their intention to attend this meeting also.

Rev. J. W. Millar's sermon next Sunday will be one especially prepared for the boys, but as always, carrying a valuable lesson to others as well.

The subject for the C. E. Society Sunday night was "What is the Color of a Lie?" in charge of Miss Ruth Mason. That of the Junior C. E. Society Wednesday afternoon was "City Children Who Need Our Help," in charge of Tom Richert. Both these societies are showing marked increase in membership and interest.

There was a social in the annex Friday, given by Mrs. Thos. Davis' class.

A meeting was held of the officers and teachers of the Sunday school Thursday evening at the home of Mrs. John Davis.

Dr. Adams' record as a trapper in Mr. Rozzelle's chicken corral has increased since last week. It now stands at 5 or 6 cats, 4 skunks, 2 civet cats and a badger. We feel that he should receive a "rising vote of thanks."

Mrs. H. C. Meyer has sold her home on Lamont street to Mr. Sandford, who is connected with the district attorney's office, and is, with her little granddaughter, moving back to Escondido. We shall certainly miss her and her help in the church, club and community.

Mr. and Mrs. Rozzelle are entertaining their son from Salt Lake City.

Mrs. Chall and her daughter, Mrs. Mogg and little granddaughter have returned to their home in Ironsdales, Mich.

Miss O'Neill, who has been a resident at the Rockwood home for some time, met with a fatal accident Monday, falling two stories and breaking her back.

Dance to Music that Makes You Want to Dance

BENBOUGH'S

OCEAN BEACH PAVILION

THE "GARDEN OF EDEN"

Dancing Every Thursday and Saturday Evening and Sunday Afternoon and Night

Good Music! Good Floor! Open All the Year.

S. D. A. & N. Academy

Lieut. K. Sarafian, on account of continued illness has tendered his resignation as Language instructor at the Academy. He will be missed. His knowledge of the language and ability to instruct is far above the average. His appreciation of the duties of an instructor and his responsibility to the students and his ever readiness to assist were paramount and fully appreciated by the cadets as well as the managers of the Academy. It is hoped that he will soon regain his health and be with us again.

Colonel Davis made a trip to Los Angeles recently to interview a number of applicants for positions on the Academy faculty. "The Best Always," he must have.

On account of the increased enrollment and waiting list the manager is now building four more cottages on the campus. These cottages are very attractive and popular with the cadets.

A letter received from Mrs. Heral, mother of Lieut. Heral, who resides in Spokane, Wash., says: "The tourists returning from California say you have the best school on the coast."

Stilson Snow, of Oxnard, a former student of the Academy and a graduate of 1920, honored the Academy with a visit a few days ago.

Mr. and Mrs. C. A. Peteman, of Long Beach, Calif., called recently to see their son, Cadet Joseph Peatman.

Senior Gonzalez, an eminent civil engineer of Mexico City, enrolled his two sons last week. He wants them prepared for Boston Tech. The boys speak Spanish and French fluently and are not slow in making their wants known in English.

Senior Perez from Calexico enrolled his two sons also in the Academy. They are quite bright little fellows and while slow in English seem happy and are making friends among the cadets. The Gonzalez and Perez boys show evidence of Castilian blood and of high class.

Coach Jones insists that success follows a period of growth. Athletics so far have been clean growing pains developing day by day into stronger and better plays. Our Varsity team beat Grossmont, 16 to 5. In a game with La Jolla our Varsity team won the game from their Varsity team by a score of 16 to 7; and in a game immediately following our Freshman team carried away the honors from their Freshman team, with a like score of 16 to 7.

Lieut. Fox and Corporal Cosgrove say that they wonder at the marvelous touch and playing of Paderewski and console themselves with the fact that there was a time in his life when he would wonder and marvel at their touch and playing! Lieut. Fox's musical talents is above par at the Academy.

Cadet Naugle Thomas endeavored recently to stop a tennis ball by winking at it; result—a black eye and a few days' vacation.

Cadet Billy Graves, while on a visit to his home in Los Angeles, became overjoyful in his efforts to turn a handspring and prove to his mother what is to be gained from the "setting up" exercises at the Academy, and became so hilarious that he broke his toe, and is now walking with the aid of crutches.

You can get prompt TAXI service by calling at the Ocean Beach Cigar Factory, 5026 Newport avenue.

CARD OF THANKS

"Dad" Morris, at the Blue Front, wishes to thank the "knockers" for their kind words against his business, for he says every knock is a boost! Just keep on, "Mr. Knockers," and bring in your bill when you are through. "Dad" says his Blue Front in every way and every day is getting better and better!

Vote for the Library Bonds.

O.B.DRY GOODS

FOLKS AT THE BEACH:

You've never failed me! You helped me last week and I've done a wonderful trade.

Just a little bit more help, please, and why shouldn't you, when you consider these remarkably low prices:

Ladies' Union Suits

Ladies' Jersey Bloomers

50c

35c

BLANKETS \$1.50 Pair

BEDSPREADS, (full size, \$1.75

Every Article We Carry Reduced 35 Per Cent for This

A HELP TO MOVE SALE

GONZALES NURSERY

4975 Santa Monica Avenue

Ocean Beach, California

Large Assortment of Fruit Trees, Shrubbery, Plants, Fuchsias, Stocks, Begonias, Lillies, Roses, Vines and Flowers

ALL HOME GROWN

Landscape Gardening and Lawns a Specialty

THE STAR CAR

\$558.75 Here

MAINE GARAGE

Newport Avenue

Phone: Point Loma 382

STORAGE

SUPPLIES

EDGAR F. HASTINGS

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CONTRACTOR and BUILDER

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Resident of Point Loma for Fifteen Years

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OPEN SUNDAY AFTERNOONS

2 TO 5 P. M. - WHEN WEATHER PERMITS

FARE 5 CENTS TO EVERYBODY

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SMOKE HIGHWAY CIGAR

3 for

2 for

25c

25c

10c Straight

FREMONT CLUB CIGAR STORE

OCEAN BEACH CIGAR FACTORY

5026 Newport Avenue

Five Cent Cigar

Phone: Point Loma 92

Sheet Stock

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Galvanized Iron

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Telephone 613-91

WILEY & COBB

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830 Seventh Street

SAN DIEGO : CALIFORNIA

Residence, Ocean Beach

Phone, Point Loma 311-J

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1885 Bacon Street, Ocean Beach, Calif.

HOUSE PAINT

No. 435 Bungalow Brown,

\$3.50 Per Gallon

PORCH AND DECK PAINT

No. 458 Coffee Brown,

\$3.00 Per Gallon

FLAT WHITE PAINT

No. 490—Per Gal. \$2.95

Residence Phone

Point Loma 125-J

Office Phone

Point Loma 136

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Located on Ocean

Summer Session July 1 to September 1

Phone, Pacific Beach 172

CAPT. THOMAS A. DAVIS, Pres.

Phone: Point Loma 20-J

SUNSET GARAGE

Crank Case Service

TURNER B. KLINE

1916 Bacon Street

Ocean Beach, Calif.

RINEHART FOR MAYOR



VOTE FOR
Charles E. Rinehart
AND
MORE INDUSTRIES
MORE PAYROLLS

—A vote for Charles E. Rinehart is a vote for a progressive business administration by a progressive business man.

Primary Election March 20, 1923.

RINEHART FOR MAYOR

Headquarters

Bancroft Bldg.

First & Bdwy.